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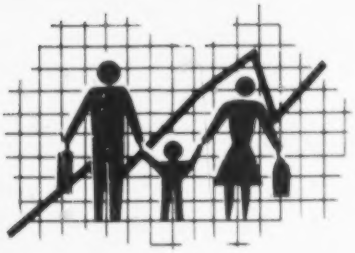

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry

RECEIVED
DEC 17 1979

U.S. Travel Data Center

Volume 8, Number 12 December, 1979

TRAVEL FORUM REVEALS CAUTIOUS OPTIMISM FOR 1980

"The prospects for 1980 are serious, but not desperate." William D. Patterson of *Travel & Leisure* magazine spoke these remarks before a group of more than 225 travel industry representatives from 21 states and 10 foreign countries, assembled for the *1980 Travel Outlook Forum* on November 29, 1979, in Washington, D.C.

A summary of travel industry activity in 1979, presented by Douglas C. Frechtling, Director of the U.S. Travel Data Center, revealed that "travel industry receipts, adjusted for inflation, fell 1.9 percent . . . well below the two percent real growth in the overall economy." Travel prices rose an estimated 15 percent in 1979, probably the greatest rate of increase ever posted, with "petroleum prices responsible for fueling this inflationary growth."

U.S. Senator J. Bennett Johnston of Louisiana predicted gasoline prices would go to $1.50 per gallon by December, 1980, pointing out that "in Europe and Japan, with prices of gasoline between $2.00 and $4.00, travel does very well . . . it's not the price [of gasoline] that is going to hurt the travel industry so much as its availability."

William T. Slick, Senior Vice President of Exxon USA forecast that "our domestic supply of petroleum is going to fall about 13 million barrels a day short of meeting our needs" by the year 2000. Synthetic fuels were pointed out as holding potential as a transitionary fuel to help meet our energy needs until nondepleting fuels, such as solar and nuclear fusion, are further developed.

Also addressing the *1980 Travel Outlook Forum* were John Casson, American Express Company; Jerry Solomon, Harris, Kerr, Forster & Company; Gregg P. Ganschaw, 3M National Advertising Company; Stuart Robinson, Transportation Marketing Services, Inc.; Robert E. Gall, Amtrak; Earl Ditmars, American Airlines; Don Wynegar, U.S. Travel Service; and Patricia Pinto, National Restaurant Association.

This fifth annual forum was co-sponsored by the U.S. Travel Data Center and The Travel Research Association. The 1980 Travel Outlook Forum Proceedings, containing all presentations, charts, and questions from the audience, will be published by the U.S. Travel Data Center in early January, 1980. It is available to non-members for $30.00 (please enclose payment with order).

STATE TRAVEL DEVELOPMENT BUDGETS TOP $100 MILLION FOR 1979-80

U.S. state and territorial governments plan to spend $100.7 million for travel promotion and development in fiscal 1979-80. This is the first year these budgets have topped $100 million, and represents a 16-percent increase over last year's total budget allocations.

These findings result from the 1979-80 Survey of State Travel Offices, just released by the U.S. Travel Data Center. This seventh annual edition reports on the budgets and operating characteristics of the official agencies responsible for travel promotion and development in U.S. states and territories. All 50 states, the District of Columbia, and U.S. territories, with the exception of the U.S. Virgin Islands, participated in the survey. Among those providing budget data, 40 states show travel development budget increases over the previous year, 12 indicate declines, and two report no change.

The average state travel development budget for 1979-80 is $1.8 million, compared to $1.6 million in fiscal 1978-79. Anticipated 1979-80 budgets reported range from $237,500 for Nevada to nearly $11 million for New York State.

Forty-seven states report proposed 1979-80 advertising budgets totaling over $30.4 million, or an average of about $647,200 per state. This represents an increase of approximately 13 percent over the 1978-79 average.

The 97-page 1979-80 Survey of State Travel Offices details state-by-state administration, advertising, budgets, promotion, press and public relations, research, and highway welcome center activities. The Survey is being sent to all full members of the U.S. Travel Data Center, and is available to others for $15.00 (non-members, please enclose payment with order).

AMERICAN AIRLINES' DITMARS ELECTED CHAIRMAN OF DATA CENTER BOARD

Earl E. Ditmars, Vice President-Forecasts, Research and Traffic, American Airlines, has been elected Chairman of the Board of Trustees of the U.S. Travel Data Center. Mr. Ditmars will serve a one-year term commencing January 1, 1980. Other officers elected at the November 30 Trustees' meeting were Bob LeBlanc, Executive Director, Louisiana Tourist Development Commission, as Vice Chairman; Charles R. Goeldner, Director, Business Research Division, University of Colorado, as Secretary; William D. Tooney, President, Discover American Travel Organizations, Inc., as Treasurer; and Douglas C. Frechtling, continuing as Director and Chief Executive Officer.

Newly elected to serve two-year terms on the board were James Battersby, Discover Texas Association; Rossi Ralenkotter, Las Vegas Convention/Visitors Authority; Donald E. Hawkins, George Washington University; and Jack S. Wilson, Travel Bureau, Michigan Department of Commerce. John Casson, American Express Company, was elected to a one-year term on the Executive Committee. Re-elected to serve two-year terms were Paul Beals, Cornell Hotel and Restaurant Administration Quarterly; and John Hunt, Utah State University.

NEW MEMBERSHIP STRUCTURE FOR U.S. TRAVEL DATA CENTER

The Board of Trustees of the U.S. Travel Data Center recently approved a new membership and dues structure for the organization, effective January 1, 1980. This is the first major revision of the membership structure since the establishment of the Data Center in 1973, and is due to rising costs and expanded services.

Membership categories *not* affected include *Sustaining; National; Regional; and State.* Information on the new membership structure will be sent to members affected by the changes, which include the addition of a new "Subscriber" plan and an upgraded Local Member category. The continuing support and participation of our members is appreciated.

TRAVEL PRINTOUT is published monthly by the United States Travel Data Center, an independent, non-profit organization devoted to statistical research on travel and tourism, located in Suite 610, 1899 L St., N.W., Washington, D.C. 20036. Telephone: 202/293-1040. Dr. Douglas C. Frechtling, Director. This newsletter reports on Data Center activities, new developments in travel research and data collection, and current travel trends. Subscriptions are available to non-members at $25.00 per year, U.S., Canada and Mexico; other foreign countries, $30.00 per year.

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TRAVEL PRICE INCREASE SLOWS AGAIN

The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.2 percent in October, the smallest increase since December, 1978. For comparison, the Consumer Price Index (CPI) rose 0.9 percent on a seasonally unadjusted basis in October, slightly less than the increase posted in September.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans while traveling away from home in this country, stood at 248.0 in October (1967 = 100).

Airline fares and intercity bus fares dominated the travel price advance in October, both with increases of 3.0 percent for the month. Taxicab fares posted a 2.2 percent increase. Other increases in October were lodging while out of town (1.0 percent), gasoline (0.9 percent), food away from home (0.8 percent), and incidentals (0.7 percent). Intercity train fares showed the smallest increase at less than 0.1 percent.

The TPI has increased 19.3 percent since October 1978, compared to a 12.2 percent advance in the CPI for the same period. Gasoline led all other components with a 50.5 percent rise, followed by airline fares and lodging while out of town, with increases of 16.4 percent and 15.4 percent, respectively, for the year. Other increases posted for the year were intercity bus fares (13.3 percent), intercity train fares (13.3 percent), taxicab fares (13.0 percent) and food away from home (11.1 percent). Entertainment services and incidentals posted the smallest increases at 6.5 percent and 6.2 percent, respectively.

1977 NATIONAL TRAVEL SURVEY RESULTS RELEASED

The U.S. Bureau of the Census has released *Travel During 1977*, resulting from the 1977 Census of Transportation. This National Travel Survey is based on information collected from a sample of some 25,000 households representative of the total U.S. population. The 370-page report provides information on household trips by major means of transportation and trip characteristics. It is available for $7.50 (postpaid) from the U.S. Government Printing Office, Washington, D.C. 20402. Refer to Stock No. 003-024-02128-5.

VISITOR VOLUME AT NATIONAL PARK SERVICE AREAS[1]

Region	September, 1979 visits (thousands)	Change from August, 1979 (percent)	Change from September, 1978 (percent)	79/78 Year-to-date change (percent)
Eastern Gateway	1,261.8	7.1	20.9	-2.2
Far West	3,942.7	-6.5	-0.3	0.2
Frontier West	1,902.1	-32.4	8.8	-9.4
G. Washington Country	8,088.8	36.1	13.5	-5.0
Great Lakes Country	632.6	-42.7	21.5	16.1
The Islands	431.0	-32.1	19.7	1.8
Mountain West	2,882.8	-45.8	-13.7	-17.4
New England	1,223.4	-43.4	-6.6	0.8
South	6,269.4	-10.0	-5.9	-2.6
TOTAL	26,634.6	-12.2	2.2	-4.5

[1]Preliminary; adjusted for differences in reporting units. Source: National Park Service

States comprising the DATO travel regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New York, New Jersey. GEORGE WASHINGTON COUNTRY: Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia. SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Idaho, Nevada, Oregon, Washington. THE ISLANDS: American Samoa, Guam, Hawaii, Northern Marianas, Puerto Rico, Virgin Islands.

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CURRENT TRAVEL INDICATORS

	September, 1979	% Change from August, 1979	% Change from September, 1978	Year-to-date % Change 1979/1978
Establishment receipts or retail sales[1]				
Hotels, motels and other lodging places	$1,981 million	9.3	18.0	17.2
Amusement and recreation services	$2,152 million	6.5	6.0	8.6
Eating and drinking places	$6,394 million	1.8	6.6	8.8
Gasoline service stations	$6,497 million	0.7	25.2	17.4
Demand for commercial lodging				
Hotel/motel occupancy rate[2]	N/A	N/A	N/A	N/A
Real demand for commercial lodging[3]	$789.9 million	-14.2	-0.1	0.9
Highway traffic volume[4]				
Main rural road vehicle-miles	45.2 million	-13.5	-4.6	-2.0
Airline passenger traffic[5]				
Domestic revenue passenger-miles	15.5 billion	-26.2	8.7	13.1
International revenue passenger-miles	4.9 billion	-18.6	15.4	22.6
Rail passenger traffic[6]				
Amtrak passenger-miles	355.8 million	-37.7	26.3	24.5
Bus passenger traffic[7]				
Intercity passenger-miles	1.41 billion	-30.6	5.2	3.3
Domestic demand for motor gasoline[8]				
Barrels per day	6,842 thousand	5.9	-7.9	-3.1
Public use of National Parks[9]				
Visits	26,669,200	-28.2	1.5	-5.2
Overnight stays	1,733,300	-45.9	-13.3	-11.5
Foreign arrivals in U.S.[10]				
From overseas	N/A	N/A	N/A	N/A
From Mexico	N/A	N/A	N/A	N/A
From Canada	943,317	-32.8	-5.5	-12.9
Citizen departures to Europe[11]	468,000	7.1	-9.4	-0.1

[1]Preliminary; adjusted for seasonal variations and trading day differences. Source: Bureau of the Census. [2]Source: Laventhol & Horwath, seasonally adjusted. [3]Preliminary; seasonally unadjusted expenditures for commercial lodging adjusted for inflation since 1967. Source: U.S. Travel Data Center. [4]Preliminary; adjusted for changing speed limits. Source: Federal Highway Administration. [5]All U.S. scheduled service air carriers. Source: Civil Aeronautics Board. [6]Source: National Railroad Passenger Corporation (Amtrak). [7]Class I regular route and charter service. Source: American Bus Association. [8]Preliminary; Source: U.S. Department of Energy. [9]Preliminary; unadjusted for differences in reporting units. Source: National Park Service. [10]Includes only those visitors from Mexico remaining in the U.S. 72 hours or more. Estimated by the U.S. Travel Service. [11]Estimated by U.S. Department of Transportation.

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Washington, D. C.

December, 1979

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JEANNE LUNG ACQ FOM
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7101 WISCONSIN AVE
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